Amendments to the Claims:

This listing of claims replaces all prior listings, and versions, of claims in the present application.

Listing of Claims:

1-72. (Canceled).

73. (Currently Amended) A method for identifying a measure of similarity between activities of a plurality of parties using groups of information associated with, and representative of those parties on the world wide web or in other information stores, the method comprising;

analyzing groups of information comprising text data of web sites ~~on the world wide web or other information stores~~ which are representative of the activities of each party;

prior to user involvement, deriving a content profile for the information group of each party without prior knowledge of the content of the information group,

comparing the profiles to identify a degree of similarity between parties; and

providing information about the degree of similarity between parties in response to user input which identifies one of the parties or a representative website of one of the parties, without requiring a user to ~~enter a keyword search or~~ provide ~~other~~ advance knowledge of a subject of the information groups.

74. (Currently Amended) A method as claimed in claim 73, wherein the analyzing comprises:

calculating a frequency of occurrence of word and phrase topics in the group;

allocating a measure of importance to each topic in the group which is proportional to the topic frequency of occurrence in the group;

and wherein the comparing comprises:

using the measure to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

defining a list of related topics which are related to the subject of the group in response to user input which identifies one of the parties, or a representative website of one of the parties, but without requiring the user to ~~enter a keyword list or~~ provide ~~other~~ advance knowledge of the subject of the group;

discarding topics in the topic profile which do not appear in the list of related topics; and

comparing the topic profiles to derive a measure of similarity between groups.

75. (Previously Presented) A method as claimed in claim 74, wherein determining the list of related topics utilizes a thesaurus to provide a plurality of related topic lists, each list related to a single topic in the topic profile, and aggregates the lists to form a final list of related ~~words~~ topics for use in discarding topics in the topic profile.

76. (Previously Presented) A method as claimed in 74, wherein analyzing further comprises selecting topics which have a higher than average frequency in the group than in a native language of the group.

77. (Previously Presented) A method as claimed in 73, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analyzing.

78. (Currently Amended) A system for identifying a measure of similarity between activities of a plurality of parties using groups of information associated with, and representative of those parties on the world wide web or in other information stores, the system being configured, via execution of instructions stored in a computer readable storage medium, to:

analyze groups of information comprising text data of web sites on the world wide web or other information stores which are representative of the activities of each party;

prior to user involvement, derive a content profile for the information group of each party without prior knowledge of the content of the information group;

compare the profiles to identify a degree of similarity between parties; and

provide information about the degree of similarity between parties in response to user input which identifies one of the parties or a representative website of one of the parties, without requiring a user to provide advance knowledge of a subject of the information groups.

79. (Currently Amended) A system as claimed in claim 78, wherein the system is configured to:

calculate a frequency of occurrence of word and phrase topics in the group;

allocate a measure of importance to each topic in the group, the measure of importance being proportional to the topic occurrence frequency in the group;

use the measure of importance to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

define a list of related topics which are related to the subject of the group in response to user input which identifies one of the parties, or a representative website of one of the parties, but without requiring the user to ~~enter a keyword list or~~ provide ~~other~~ advance knowledge of a subject of the group;

discard topics in the topic profile which do not appear in the list of related topics; and

compare the topic profiles to derive a measure of similarity between groups.

80. (Previously Presented) A system as claimed in claim 79, in which the system is further configured to determine the list of related topics by utilizing a thesaurus to provide a plurality of related topic lists, each list related to a single topic in the topic profile, and to aggregate the related topic lists to form a final list of related topics for use in discarding topics in the topic profile.

81. (Previously Presented) A system as claimed in claim 78, wherein the system is configured to analyze by selecting topics which have a higher than average frequency in the group than in a native language of the group.

82. (Previously Presented) A system as claimed in claim 78, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analysis.

83. (Currently Amended) A method for profiling a group of information, the method comprising:

prior to user involvement, deriving a content profile for the information group without prior knowledge of the content of the information group, wherein deriving the content profile includes:

calculating a frequency of occurrence of word and phrase topics in the group;

allocating a measure of importance to each topic in the group, the measure of importance being proportional to the topic frequency of occurrence in the group; and

using the measure of importance to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

defining a list of related topics which are related to the subject of the group in response to user input which identifies the group, but without requiring the user to ~~enter a keyword list or~~ provide ~~other~~ advance knowledge of a subject of the group; and

discarding topics in the topic profile which do not appear in the list of related topics.

84. (Previously Presented) A method as claimed in claim 83, wherein defining the list of related topics utilizes a thesaurus to provide a plurality of related topic lists, each list related to a single topic in the topic profile, and which aggregates the lists to form a final list of related topics for use in discarding topics in the topic profile.

85. (Previously Presented) A method as claimed in claim 83, wherein analyzing further comprises selecting topics which have a higher than average frequency in the group than in a native language of the group.

86. (Previously Presented) A method as claimed in claim 83, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analyzing.

87. (Currently Amended) A system for profiling a group of information, the system being configured, via execution of instructions stored in a computer readable storage medium, to:

prior to user involvement, derive a content profile for the information group without prior knowledge of the content of the information group, wherein the system being configured to derive the content profile includes the system being configured to:

calculate a frequency of occurrence of word and phrase topics in the group;

allocate a measure of importance to each topic in the group which is proportional to the topic frequency of occurrence in the group; and

use the measure of importance to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

define a list of related topics which are related to the subject of the group in response to user input which identifies the group, but without requiring the user to ~~enter a keyword list or~~ provide ~~other~~ advance knowledge of the subject of the group; and

discard topics in the topic profile which do not appear in the list of related topics.

88. (Previously Presented) A system as claimed in claim 87, in which the system is configured to determine the list of related topics by utilizing a thesaurus to provide a plurality of related topic lists, each related topic list related to a single topic in the topic profile, and which aggregates the related topic lists to form a final list of related topics for use in discarding topics in the topic profile.

89. (Previously Presented) A system as claimed in claim 87, wherein the system is configured to analyze by selecting topics which have a higher than average frequency in the group than in a native language of the group.

90. (Previously Presented) A system as claimed in claim 87, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analyzing.

91. (Currently Amended) A method for identifying a measure of similarity between groups of information, the method comprising;

analyzing groups of information comprising text data of web sites ~~on the world wide web or other information stores~~;

prior to user involvement, deriving a content profile for the information group without prior knowledge of the content of the information group,

comparing the profiles to identify a degree of similarity between groups; and

providing information about the measure of similarity between groups in response to user input which identifies the group, without requiring a user to ~~enter a keyword search or~~ provide ~~other~~ advance knowledge of a subject of the information groups.

92. (Currently Amended) A method as claimed in claim 91, wherein the analyzing comprises:

calculating a frequency of occurrence of word and phrase topics in each group; and

allocating a measure of importance to each topic in each group which is proportional to a topic frequency of occurrence in the group,

and wherein the comparing comprises:

using the measure of importance to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

defining a list of related topics which are related to the subject of the group in response to user input which identifies the group, but without requiring the user to ~~enter a keyword list or~~ provide ~~other~~ advance knowledge of a subject of the group;

discarding topics in the topic profile of each group which do not appear in the list of related topics for that group; and

comparing the topic profiles to derive a measure of similarity between groups.

93. (Previously Presented) A method as claimed in claim 92, wherein determining the list of related topics utilizes a thesaurus to provide a plurality of related topic lists, each list related to a single topic in the topic profile, and aggregates the lists to form a final list of related topics for use in discarding topics in the topic profile.

94. (Previously Presented) A method as claimed in claim 91 wherein the analyzing further comprises selecting topics which have a higher than average frequency in the group than in a native language of the group.

95. (Previously Presented) A method as claimed in claim 91, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analyzing.

96. (Currently Amended) A system for identifying a measure of similarity between groups of information on the world wide web or in other information stores, the system being configured, via execution of instructions stored in a computer readable storage medium, to:

analyze groups of information comprising text data of web sites ~~on the world wide web or other information stores~~;

prior to user involvement, derive a content profile for the information group without prior knowledge of the content of the information group,

compare the profiles to identify a degree of similarity between groups; and

provide information about the measure of similarity between groups in response to user input which identifies the group, without requiring a user to ~~enter a keyword search or~~ provide ~~other~~ advance knowledge of a subject of the information groups.

97. (Currently Amended) A system as claimed in claim 96, wherein the system is configured to:

calculate a frequency of occurrence of word and phrase topics in the group;

allocate a measure of importance to each topic in the group, the measure of importance being proportional to a topic frequency of occurrence in the group;

use the measure of importance to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

define a list of related topics which are related to the subject of the group in response to user input which identifies the group, but without requiring the user to ~~enter a keyword list or~~ provide ~~other~~ advance knowledge of the subject of the group;

discard topics in the topic profile which do not appear in the list of related topics; and

compare the topic profiles to derive a measure of similarity between groups.

98. (Previously Presented) A system as claimed in claim 96, in which the system is further configured to determine the list of related topics by utilizing a thesaurus to provide a plurality of related topic lists, each list related to a single topic in the topic profile, and to aggregate the related topic lists to form a final list of related topics for use in discarding topics in the topic profile.

99. (Previously Presented) A system as claimed in claim 96, wherein the system is further configured to select topics which have a higher than average frequency in the group than in a native language of the group.

100. (Previously Presented) A system as claimed in claim 96, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analysis.